

Uninsured
Quit Line Data Summary
July 1 - September 30, 2002

	Uninsured	State
Number of Calls to Quit Line	N = 533	N = 3,906
Percent of Statewide Calls	23.8%	100.0%
Percent of State Population in County¹	NA	100.0%
	Uninsured %	State %
Gender	N = 528	N = 3,543
Female	51.3%	61.4%
Male	48.7%	38.6%
Race/Ethnicity	N = 496	N = 2,967
People of Color	18.1%	15.6%
White	81.9%	84.4%
Age	N = 529	N = 3,091
Less than 18 years old	0.8%	2.0%
18 - 24 years old	17.4%	14.9%
25 - 34 years old	28.7%	22.9%
35 - 44 years old	28.9%	25.8%
45 years and older	24.2%	34.3%
Education	N = 517	N = 3,038
Did not graduate high school	15.3%	16.6%
High school graduate	39.1%	31.8%
Some college/vocational school	37.5%	38.6%
College graduate	8.1%	13.0%
Caller Type	N = 529	N = 3,409
General Information	0.8%	13.2%
Health care provider	0.0%	2.9%
Tobacco user	99.2%	83.9%
Payer Type	N = 533	N = 2,235
Uninsured	100.0%	23.8%
Heard About	N = 476	N = 2,881
Past caller	5.0%	17.4%
Employer/worksites	0.8%	0.7%
Health care provider	15.1%	19.6%
Television	26.5%	23.9%
Outdoor advertisement (billboard/bus/wall)	8.6%	7.0%
Targeted mailing	1.1%	0.6%
Great Start	0.2%	0.3%
Radio	1.5%	1.9%
Newspaper/Magazine	0.6%	1.1%
Brochure/Newsletter	3.8%	4.9%
Family or friend	32.1%	18.8%
Health Department	3.8%	3.0%
School	0.8%	0.6%